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WHAT IS CLAIMED IS:

1. A cosmetic or dermatological self-tanning preparation which comprises dihydroxyacetone and is characterized in that it also comprises more than 5% by weight (based on the total weight of the preparation) of glycerin.
2. The preparation as claimed in claim 1, characterized in that it is in the form of an O/W emulsion.
3. The preparation as claimed in claim 2, characterized in that it has a droplet size of the internal phase of more than 500 nm, particularly preferably of more than 1000 nm.
4. The preparation as claimed in one of the preceding claims, characterized in that it comprises more than 8% by weight (based on the total weight of the preparation) of glycerin.
5. The preparation as claimed in one of the preceding claims, characterized in that the weight ratio of dihydroxyacetone to glycerin chosen is less than 1.
6. The preparation as claimed in one of the preceding claims, characterized in that the weight ratio of dihydroxyacetone to glycerin is chosen from the range from 0.05 to 0.9.
7. The preparation as claimed in one of the preceding claims, characterized in that it comprises (based on the total weight of the preparation) less than 5% by weight of UV filter substances.

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8. A cosmetic or dermatological self-tanning preparation, characterized in that it comprises dihydroxyacetone and glycerin in a weight ratio of from 0.05 to 0.9.
- 5 9. The use of glycerin in cosmetic or dermatological self-tanning preparations which comprise dihydroxyacetone for achieving naturalness of the skin shade which is formed by the preparation.
- 10 10. The use of cosmetic or dermatological self-tanning preparations which comprise dihydroxyacetone and also more than 5% by weight (based on the total weight of the preparation) of glycerin for achieving a natural skin shade.